

21, 822

# NG WHITE WAY

## Selling Plan



# Progressive Cities Having a King White Way Installed

## Watch Them Grow

Alliance, Neb.  
Anoka, Minn.  
Altoona, Pa.  
Alton, Ill.  
Auburn, Neb.  
Albany, Mo.

Bryan, Tex.

Chicago, Ill.  
Chillicothe, Mo.  
Concordia, Mo.  
Columbus, Neb.

McQueen, Ark.  
Denver, Colo.

Excelsior Springs, Mo.  
Edina, Mo.

Fontanelle, Ia.  
Friend, Neb.

Gearing, Neb.  
Glasgow, Mo.  
Greenwood, Miss.  
Garden City, Kan.  
Grenada, Miss.  
Glendive, Mont.  
Green Forest, Ark.

Harrisonville, Mo.  
Henry, Ill.  
Hinsdale, Ill.  
Hutchinson, Kan.  
Henderson, Ky.  
Hamburg, Ia.  
Kingman, Ariz.  
Kingman, Kan.  
Kansas City, Mo.

Jupiter, Fla.

Lydon, Kan.  
Lisbon, N. D.  
Lebanon, Kan.  
LaGrange, Ill.  
LaHarpe, Ill.  
Lincoln Center, Kan.

Maryville, Mo.  
Marion, Kan.  
Manhattan, Kan.  
Mitchell, Neb.

Newton, Kan.  
Newkirk, Okla.  
Norton, Kan.

Osage City, Kan.  
Oak Park, Ill.  
Olathe, Kan.  
Ottumwa, Ia.  
Oxford, Miss.

Pawhuska, Okla.  
Petersburg, Ind.  
Paola, Kan.  
Port Angeles, Wash.  
Pana, Ill.  
Peterson, Ia.  
Pawnee City, Neb.

Regina, Sask., Canada.  
Rich Hill, Mo.

Stanberry, Mo.  
Sagauche, Colo.  
Scottsbluff, Neb.  
Stillwater, Okla.  
St. Francis, Kan.  
Swift Current, Canada  
Salina, Kan.  
Sabetha, Kan.  
St. Joseph, Mo.  
State of Mo., Asylum 2

Texarkana, Tex.-Ark.  
Tallulah, La.  
Truesdale, Mo.  
Tell City, Ind.

Villa Grove, Colo.

Wellington, Kan.  
Winfield, Kan.  
Wagoner, Okla.  
Wapello, Ia.  
Wyoming, Ill.

## Write for Our New Catalog

# King White Way Plan

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**I**T has been so thoroughly proven that co-operation in business pays that it requires no argument to make it acceptable—it is self-evident.

The only point is to find new ways and avenues where it can be profitably adapted.

One of these that returns most for the effort, time and money given to it is city building. Merchants in many different, as well as competing lines in various cities, are learning that their city itself can be made a prime factor in increasing, collectively and individually, their volume of business.

Commercial clubs and civic bodies have been a common form of co-operation for many years, and their efforts have generally been along the line of city improvements and upbuilding.

Ever since electricity has become a common help to man in the industries, in his business and in his home, a fertile and now a considerable developing field has been opened for those merchants whose places of business are located on the business thoroughfares of cities large and small.

It has come to be recognized that light in itself is one of the greatest of advertising forces in modern business. From one end of the country to the other people have heard of, if they have not seen, New York's Great White Way.

It was the first of what is now a great host, scattered through the cities of the

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states East, West, North and South, and wherever the plan has been properly carried out, merchants have largely benefited in increased trade.

More trade always looms large on the merchant's horizon. That is what he is in business for, and he is favorably disposed to the factors that promise a greater volume of sales.

This is, however, but one of several good things resulting from a White Way City. It fosters the idea that **your** city is in the progressive class; that its business men are alert and incline to modern ways of doing things. It adds to the civic beauty of a city both day and night—harmonizing with the general decorative effects. It stimulates **local pride**, which is always a fine asset for any city. Whenever you find a man proud of his home town, you find a man willing to talk and advertise his city's achievements.

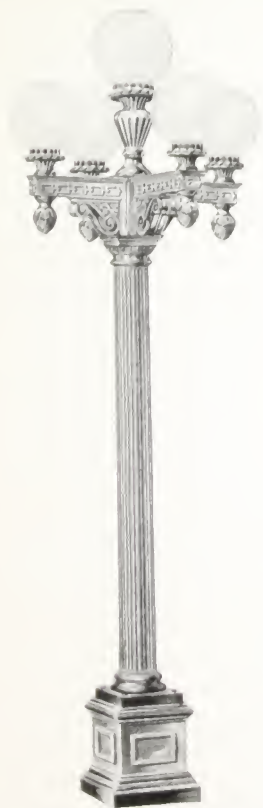
But be sure and get the main point of this, which is, that "your town" must first do something to stimulate a belief in its future and encourage a conviction that it is more than a mere spot on the map.

### Stimulating White Way Interest

Light stimulates the human interest in all that humanity wears and uses. It permits of elaborate show windows, induces keener ingenuity in devising displays, and a more capable way of showing wares. Light is responsible for more

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enterprise than competition, and this has been proven again and again.



King De Lux No. 105-B  
(Doric Design)

There is a city in a Mid-West state that six years ago was a notoriously poor retail center. There were more

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than 50,000 residents, but it followed the precedents of thirty years since and reaped the usual reward. The store fronts were old-fashioned. They failed to comport with modern ideas; the displays were similar because the merchants could not believe that window trimming was in itself a profession. The displays were "stocky;" they were like the good old-time allopath devotee—if a little bitter medicine was a good thing, a gallon was much better, and every ailing one's face looked as though its owner had dined on an exclusive bill of fare of green persimmons.

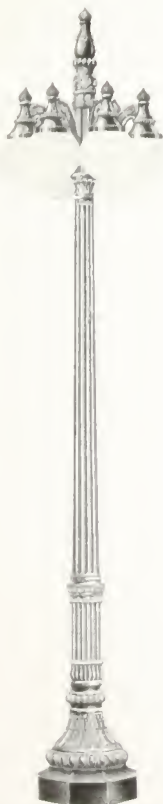
The store windows of this city were likewise. But one day a change came over the spirit of this dream. One of the merchants visited a "White Way" city and on his return home proceeded to do a real scenario in the thinking line.

He started out to organize "White Way" enthusiasm. He went into the stores of his competitors and non-competitors, the merchants of his own street and of near-by avenues. He talked "White Way," dreamed "White Way," and investigated it from every angle possible. Then he called a mass meeting of merchants where the plan was more fully discussed.

A committee was appointed to secure names of merchants favoring the installation of a White Way. A secretary was named to correspond with other White Way centers. The local city clubs of business men and the daily papers took

## King White Way Plan

it up. The result was a White Way and—we are quite proud to state—a King White Way.



King's Grand 216

In six years that have passed a wonderful change has been made. The streets today shine with dozens of mod-

## *King White Way Plan*

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ern store fronts. The displays vie with those of more metropolitan centers. The better home trade that formerly went to a more progressive city for their fashionable or better class needs, now buy them at home. The White Way was the way out.

It attracted attention, it called for more modern settings, it induced the display and the sale of better grade merchandise. Where aforetime the down town streets after dark were practically deserted of passersby, the people now throng the sidewalks. Window shopping has become the great after-dinner recreation. Greatly increased sales result, better stores and more successful merchants.

And do not think that this example just cited is a figment of the imagination, for it isn't. It is all true and the name of the city as well as its leading merchants will be furnished upon request.

### **How to Secure a White Way**

The plan, as already told, is a good one to follow, because it arouses the aid of the press, and you need publicity; it stimulates the interest of city government officials and bids for their influence and it invites the assistance of public-spirited citizens both within and outside of the merchants' ranks.

Now to get this plan to a working basis the first thing to do is to take the question up with the merchants of your street. Canvass the proposition with them and get them interested. Then

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go to your leading newspaper, or papers if your city has a number of them. Use



King Metropolitan Lamp

the arguments offered in this little booklet. Have yourself interviewed, or if you do not care to do this, have the

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editor print an article urging the installation of a White Way for the good of all the city. Then induce him to have the merchants and prominent men of the city interviewed who will indorse the plan.

Following this, as there will be quite a little interest, frame a petition for a general mass meeting. This petition or call may be worded to suit the occasion, and the following form is offered merely as a suggestion:

### **Citizens' Mass Meeting of Progress City**

For the purpose of discussing the project of installing a modern White Way in the retail section there will be a mass meeting held in Commercial Club rooms, Monday, June 3.

Believing it is time for Progress City to take rank with other cities in modern growth, beauty and business, the undersigned have issued this call for a meeting of merchants, manufacturers, and all public spirited citizens interested in the good cause of our city's future.

Signed

(Names of committee organization.)

At the meeting have the newspaper representative present. Select a progressive and public-spirited citizen for chairman, select or elect a secretary, outline the proposition, its benefits, its profits, its beauty, its advertising possibilities to the city, how it will impress visitors and cater to local pride.

Then an organization committee should be appointed whose duty will be

## King White Way Plan

To express merchants and business men  
the subscription influence to install  
the White Way equipment.



Model "A" Street Lamp

It must be made very clear that a  
"White Way" is a big word to use with

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not alone to the merchant class, but to all the city, and this point should be strongly emphasized in the White Way campaign.

There is one company in the community that can always be relied upon to lend a great deal of help in the organization work—the local electric light plant. This company, or firm, will naturally expect to supply the electric current and will be eager to help the committee in every possible way.

The amount of money necessary to install street standards and equipment will have to be decided by correspondence or a visit by our personal representative. This work can be taken up by your secretary to whom catalogs, photographs and other data that will assist the organization committee to a choice of design will be sent.

### **Varying the Program**

In some ways the following is an advantage over the plan already outlined, in that the necessary information concerning costs may be introduced at the mass meeting.

The change simply calls for advance correspondence with us in order to obtain catalogues and photographs of equipment, together with prices for the various styles. In the course of the meeting when interest in the plan has been aroused, an approximate amount to be expended may be decided upon, and the names and subscriptions of those favorable to the plan can be obtained in the meeting. This is fine ma-

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terial for another newspaper story, and the committee is enabled to start on its soliciting tour with a fair amount already subscribed for its own White Way.

In the present outline of procedure there are a few illustrated styles of King Ornamental Street Standards.

The beauty and highly practical quality of these are responsible for their use in many cities, and as a guide to what is being done in this co-operative spirit of self-help and advertising, on another page will be found a partial list of cities whose progressive citizens have installed King White Ways; and correspondence from the men of these cities, who were instrumental in placing there this modern aid to more business may be obtained by writing us.

### **Let Our Specialist Help You**

It frequently occurs in the preparatory work or in some critical period of it that we can assist the committee, and in that event our representative is at your service. The point to consider in this is that we manufacture nothing but White Way poles. In our stock there are many patterns and styles, as varying in price as in design, but we are familiar with every point of advantage connected with the installation of White Way equipment and the benefit of this experience is at the disposal of your committee. An invitation from you is all that is necessary to have this help forthcoming.

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## For Decoration

We show one of the many effective ways of using a King White Way as a basis of decorative schemes for celebrations, conventions, festivals and all other occasions.

This beautiful Christmas decoration was produced at a small cost and proved very popular. Red lamps should be placed in the top globes and green ones in the side globes. A few evergreen branches neatly arranged completes the idea as we have shown.

If more elaborate decorations be desired, the top globes may be removed and small evergreens set in the holders. These are to be illuminated by a festoon of miniature colored lamps entwined about.

It pays to do all things right, and you can not overestimate the great value of favorably impressing all strangers in your midst. Be progressive.

## King Foundry Company

ST. JOSEPH, MO.



## Loading Poles for Chicago



King White Way Poles are winning all over this country in the keenest of competition, and we show cars being loaded with King White Way Poles for the South Park District, Chicago, Illinois, where we recently placed 600 King's No. 171. There is a reason why we received the order. Respectfully,

KING FOUNDRY CO.,

St. Joseph, Mo.

Specialized Pole Plant

